

NEW HAMPSHIRE STATE LIQUOR COMMISSION
JUNE 15, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
 2. Purchasing Report
 3. Merchandising Report
- A. SPIRITS:
- 1) Test Market Products:
 - a. Test Market Request (10 Cane Rum)
 - b. Test Market Request (Famous Grouse Malt Whisky)
 - c. Test Market Request (Coruba Dark Jamaica Rum)
 - d. Test Market Request (Appleton White Jamaica Rum)
 - e. Test Market Request (Don Eduardo Reposado Tequila)
 - f. Test Market Result (Codes #5215 and #5504)
 - 2) August Price Increase
 - 3) August Special Offers:
 - a. 5 items – Pine State Trading Company
 - b. 1 item – M.S. Walker NH
 - c. 6 items (unmatched) – M.S. Walker NH
 - d. 54 items – Executive Wine & Spirits
 - e. 28 items – Martignetti Companies of NH
 - f. 74 items (unmatched) – United Beverages, Inc.
- B. WINES:
- 1) Special Offers for August 2005 (30 items – E & J Gallo Winery)
 - 2) Purchase & Display Francis Ford Coppola Wines
 - 3) Results of the Purchase & Display of Twin Fin
 - 4) Terrazas & Casa Lapostelle Special Purchase & Display Program
 - 5) “The French Connection” Promotion
 - 6) Close Outs:
 - a. 16 items – M.S. Walker
 - b. 22 items – Horizon Beverage Company
 - c. 7 items – Horizon Beverage Company

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- 7) Recommended for Second Size (3 items)
- 8) Recommended Allocated Wines for Distribution to Selected Stores
(11 items)
- 9) Primary Source Submissions (1 item - primary source; 10 items -
exclusive agent; 14 items – imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

/D. Hartford